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|  | **FBLA GLOBAL BUSINESS**  **CASE STUDY** |  |

**PARTICIPANT INSTRUCTIONS**

1. You have 20 minutes to review the case.
2. Presentation time is seven minutes. At six minutes the timekeeper will stand and hold up a colored card indicating one minute is left and at seven minutes the timekeeper will stand and hold up a colored card indicating time is up.
3. The presentation is interactive, and the judges will ask questions throughout the presentation. Your team is a part of a large, US-based consulting firm specializing in working with oil and energy companies in the Scandinavian countries in Europe.
4. Each team member will be given two note cards. Note cards will be collected following the presentation.
5. All team members must participate in the presentation as well as answer the questions posed by the judges. Cover all the points described in the case.

**PERFORMANCE INDICATORS**

* Define international business.
* Explain terms and concepts related to international business and marketing.
* Explain the impact international business has on consumers, business, and countries.
* Describe what a company must consider when marketing a product/service in other countries.
* Recognize the legal issues related to managing a business in the global environment.
* Recognize legal differences in areas such as consumer protection, product guidelines, labor laws, contract formulation, liability, and taxation for various countries.

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**CASE STUDY SITUATION**

Your team is a part of a large, US-based consulting firm specializing in working with oil and energy companies in the Scandinavian countries in Europe. Over the past 20 years, many of the Scandinavian countries have invested heavily in oil exploration, drilling, and production. The countries have established many territorial claims in the North Sea, but not all countries in the world honor or accept the claims. The Scandinavian countries have also invested heavily in alternative energy sources and research related to further developing those resources. They have positioned themselves for the long-term, realizing that fossil fuels will not be a viable energy source in the future.

Your team has been tasked with providing a comprehensive plan on how US-based companies can establish trade agreements directly with companies within the Scandinavian countries, while also being sensitive to companies that you work with in countries that do not honor or accept the claims. Any global business plan should include information about cultural differences, economic strength of countries involved, tax agreements and tariffs, treaties, and standings with those countries. A background in oil and energy is not a requirement for this case study. However, a strong foundation in global business policies, procedures, cultures, ethics, economies, forms of government, and international trade are a necessity.

You will present your plan to a group of international investment companies, federal government agencies, and a select group of experts within the various fields being represented. It is assumed that the subject matter experts have already provided the technical content prior to your presentation.

Very limited information has been provided to you in developing this plan since there have been limited initiatives (within the context of this case study) that have taken place in the past from which to base your plan for this given area. You are given liberty to develop a plan that either addresses your depth of knowledge or your breadth of experience.

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|  | **FBLA GLOBAL BUSINESS**  **CASE STUDY**  **JUDGE’S INSTRUCTIONS** |  |

**JUDGING THE PRESENTATION**

1. This is a role-playing event with the judges assuming the role of representatives from either an international investment company or federal government agency.
2. After the introductions, you should begin the meeting by welcoming the team members. The team members will then begin their dialogue with the representatives (judges).
3. This is an interactive problem, so treat the presentation as a conversation. Each of the members of the team should respond to at least one question or issue. At six minutes the timekeeper will stand and at seven minutes the timekeeper will stand and hold up a colored card indicating time is up.
4. You will close the event by thanking the participants for their input and recommendations. The participants will hand in their note cards before leaving.
5. Complete the rating sheet.

**CASE STUDY SITUATION**

You (judges) are to assume the role of representatives from either an international investment company or federal government agency. It is assumed that the subject matter experts have already provided the technical content related to the oil and energy component prior to the team's presentation.

The team (competitors) is a part of a large, US-based consulting firm specializing in working with oil and energy companies in the Scandinavian countries in Europe. Over the past 20 years, many of the Scandinavian countries have invested heavily in oil exploration, drilling, and production. The countries have established many territorial claims in the North Sea, but not all countries in the world honor or accept the claims. The Scandinavian countries have also invested heavily in alternative energy sources and research related to further developing those resources. They have positioned themselves for the long-term, realizing that fossil fuels may not be a viable energy source in the future.

The team has been tasked with providing a comprehensive plan on how US based companies can establish trade agreements directly with companies within the Scandinavian countries while also being sensitive to companies that they work with in countries that do not honor or accept the claims. Any global business plan should include information about cultural differences, economic strength of countries involved, tax agreements and tariffs, treaties, and standings with those countries. A background in oil and energy is not a requirement for this case study. However, a strong foundation in global business policies, procedures, cultures, ethics, economies, forms of government, and international trade are a necessity.

Very limited information has been provided to the teams in developing this plan since there have been limited initiatives (within the context of this case study) that have taken place in the past from which to base their plan for this given area. They are given liberty to develop a plan that either addresses their depth of knowledge or their breadth of experience related to global business.

During the role-play performance, feel free to ask any of the following questions:

1. Why are trade agreements so important in the global economy?
2. What are advantages of having an additional source of alternative energy important?

There is no right or wrong answer to the event. However, in a team event, the ability of the team members to work together to come to a consensus, based on the facts provided (and those that you care to add) should be the basis for the score. The individual or team should present its suggestions with clarity and conviction.

Feel free to enhance the story as much as you want, but if you enhance it for one, make sure you enhance it for all the groups.